DIPLOMATIC WORLD

DIPLOMATIC WORLD READERSHIP

Based on a quarterly circulation of about 20,000 copies, our readers are distributed as follows:

- 4,250 top managers selected from 2000 firms and the most important multinational companies in Belgium
- 3,300 directors of SME firms based in Belgium
- 2,800 members of the most important Belgian business clubs (both French- and Dutch-speaking)
- 1,530 international officials (NATO, SHAPE, senior Belgian army officers)
- 970 Ambassadors and Heads of Delegations (both national and EU missions)
- 700 Belgian and Dutch Honorary Consuls
- 550 members of the Executive Boards of the most important professional federations (FEB – VEV - UNICE - FEBISP – AGORIA – UWE – UNIZO - FEDICHEM)
- 350 Members of the European Parliament (who have each asked to receive DW)
- 200 Ambassadors for Belgium serving abroad
- 160 Federal Ministers and also the heads of their private offices, their international PR people, their trade and/or economic representatives, regional Ministers and their private office heads
- 85 Heads of European Commission General Directorates, together with a number of their unit officials selected for their area of competence (for example, DG Research, DG Industry and DG External Relations) and also those unit heads who have personally requested their copies of this magazine
- 97 EU Commissioners, and the heads and selected members of their private offices
- The Royal Family of Belgium.

C.E.O's and company directors as well as the high-level management executives belonging to the private sector or government institutions, being Belgian or international organizations est blished in Belgium, constitute the occupational category mostly represented, i.e. over 70 % of our readership. The residual third gathers the professionals belonging to scientific and intellectual domains such as doctors, lawyers, academic professors and researchers, lobbyists and journalists working in our country. Our readership thus is constituted of all those decision-makers living and working in Belgium, and of course also inand outside Brussels, and belonging to the economical, financial, political, administrative, diplomatic, scientific and cultural circles of authority.

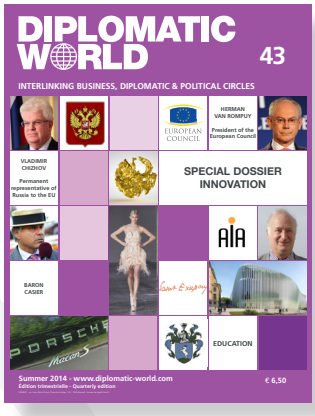
The three-quarters of our readers are Belgian citizens, the last quarter covering the full spectrum of foreign nationals living and working mostly in and atround the Brussels Region.

4000 copies of this magazine have been sent out for the following exceptional events in the economic and diplomatic worlds:

- Partner with the FEB in government-industry meetings, such as the yearly European Business Summit, the "175 Years of Belgium", the European Jubilee or welcome events ran by the FEB for trade delegations
- Diplomat-industry meetings organized by the FEB, such as the annual Diplomatic and Corporate Golf Cup
- Galas and VIP evenings in Belgium organized by our parent company Punch Communications Group
- Associated with the Belgian Chambers of commerce in their communication and public relations initiatives
- The Annual conference of Ambassadors in Belgium
- Events organized with the renowned "Fournisseurs de la Cour" (Suppliers of the Royal Court)
- Sponsor of various renowned scientific, cultural and charity events, i.e. the Royal Institute for International Relations (IRI), the "Lutte contre le cancer" association, the IBIS Awards or several prestigious art exhibits

1000 copies of the magazine are distributed to prestige locations in Benelux (4- and 5-star hotels, restaurants, exclusive country seats, golf clubs and castles) Comments:

- Available in bookshops and kiosks
- In industrial circles, our magazine is mainly read in companies employing more than 100 people.
- While our mailing list is mostly composed of male readers, copies of the magazine are sent to the private addresses of our target readers and is also read by their wives and partners, especially for the sections on life style and travel.



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